FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00039250 **Type of Permit:** FILMING **Release Date:** 04/20/2011

Production Company LOST HIGHWAY FILMS INC

Insured Company Name LOST HIGHWAY FILMS INC
Contact Phone No. 1 212-242-7400
Contact Phone No. 2
Fax
Address 30 VANDAM ST, 4A
NEW YORK, New York 10013

Production Title JC PENNEY #60198

Type of Production Commercial - Standard

Producer BARRY FINK

Director SASHA LEVINSON

1st AD TBD tbd

Production Manager tbd tbd

FilmL.A. Coordinator Daniel Alvarez

Location Manager SEAN CASAGRANDE
Primary Phone Mobile - 213-804-7163
Secondary Phone

Location Assistant TBD TBD
Primary Phone Mobile - 212-242-7400
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA COUNTY FIRE REVIEW	$282.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,392.00

Number of Locations 1

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Summary Information — Location

Permit Number F00039250
Production Company LOST HIGHWAY FILMS INC
Insured Company LOST HIGHWAY FILMS INC
Production Title JC PENNEY #60198

Location Manager SEAN CASAGRANDE
Primary Phone Mobile - 213-804-7163
Secondary Phone

Location Address 7200 Westward , Malibu, CA, 90265

Location Name POINT DUME / WESTWARD BEACH

Location Type Beach

Location Description POINT DUME / WESTWARD BEACH

Film Dates 4/21/2011 - 4/21/2011 07:00 - 22:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
BEACHES and HARBORS POINT DUME-WESTWARD CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cube Trucks	2
Generator	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	45

Filming Activities Camera & Equipment on Sand; Camera on sticks; Exterior MOS; Handheld equipment; SET DRESS TOWER #1 - ROCK WITH GREENS AND SIMULATED WOODEN BOARDWALK; WALK & TALK ON SAND IN FRONT OF TOWER #3; NO WATER ACTIVITY;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Thomas Guide **Page:** 667 **Grid:** E5

Location Notes
Must comply with attached Beaches and Harbors conditions
The City of Malibu Requires a fee on LA County Beaches within the City of Malibu.
Dual permit required with City of Malibu
Must contact PCI directly re: parking requirements and activities on PCI property
No filming, staging or parking in red zone cul-de-sac. It is for emergency access only
No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

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Summary Information — Location

Permit Number	F00039250	**Location Manager**	SEAN CASAGRANDE
Production Company	LOST HIGHWAY FILMS INC	Primary Phone	Mobile - 213-804-7163
Insured Company	LOST HIGHWAY FILMS INC	Secondary Phone	
Production Title	JC PENNEY #60198		

Approvals	LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS	Taylor Reed
Coordinator Note	NO WATER ACTIVITY	
Coordinator Note	No driving, including gators, between towers 1 &3	

Parking

Base Camp
Location Type : Filming Location

Parking Notes
PCI LOT 75 SPACES

Crew Parking
Location Type : Filming Location

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Special Filming Conditions for Los Angeles County Beaches

POINT DUME/WESTWARD BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- No trucks larger than 40 ft will be allowed in parking lot.
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ALLOWED ON SAND**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **NO FILMING, PARKING OR STAGING IN RED CUL DE SAC AREA.**
- **No admittance to parking lots prior to 7:00 a.m.**
- **Parking lot closes at dusk. PCI attendant required after hours.**
- **Dual permit required with the City of Malibu**
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

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PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO PERMIT